

VI. Develop Comprehensive Op-ed Program to support Objectives

ETS

Summary: Develop op-eds, both proactive and reactive, for placement in selected national, state/state capitol and local newspapers.

Status:

- o Expanded media coverage requested to determine coverage and potential reactive opportunities until something occurs that provides proactive forum.

- o Materials have been developed by PM/RJR.

- o Process of identifying potential signatories continues.

FET

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with ccs to those legislators, certain appointed officials and b) develop defensive op-eds for response to negative editorials.

Status:

- o Will use list of organizations and individuals developed in disseminating PW economic impact information as core for potential op-ed signatories in hometown and state capitol newspapers.

- o Draft op-eds prepared. PM/RJR winnowing media lists for potential placement. Attempts at op-ed placement continue.

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